

KRUSZEWSKI RONALD J  
Form 4  
February 22, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
KRUSZEWSKI RONALD J

2. Issuer Name and Ticker or Trading Symbol  
STIFEL FINANCIAL CORP [SF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

2724 TURNBERRY PARK LANE

02/18/2011

CHIEF EXECUTIVE OFFICER

(Street)

4. If Amendment, Date Original Filed (Month/Day/Year)

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

ST. LOUIS, MO 63131

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |                   |         |   |             |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|-------------------|---------|---|-------------|
|                                 |                                      |  |                                | Code  | V   | Amount   | (D)   | Price             |         |   |             |
| Common Stock                    | 02/18/2011                           |  | S                              |   |   | 41,130   | D   | \$ 74.1172<br>(1) | 570,130 | D |             |
| Common Stock                    | 02/18/2011                           |  | S                              |   |   | 50,170   | D   | \$ 73.5841<br>(2) | 519,960 | D |             |
| Common Stock                    | 02/18/2011                           |  | S                              |   |   | 8,700  | D   | \$ 72.909<br>(3)  | 511,260 | D |             |
| Common Stock                    | 02/18/2011                           |  | S                              |   |   | 700  | D   | \$ 73.84          | 1,700   | I | by Daughter |
|                                 | 02/18/2011                           |  | S                              |   |   | 700  | D   | \$ 73.84          | 1,000   | I |             |

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|              |            |  |   |       |   |          |       |             |        |
|--------------|------------|--|---|-------|---|----------|-------|-------------|--------|
| Common Stock |            |  |   |       |   |          |       | by Daughter |        |
| Common Stock | 02/18/2011 |  | S | 2,000 | D | \$ 73.84 | 4,000 | I           | by Son |
| Common Stock | 02/18/2011 |  | S | 2,000 | D | \$ 73.84 | 2,000 | I           | by Son |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price or Value of Underlying Securities (Instr. 3 and 4) |                 |              |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---|-----------------|--------------|----------------------------|
|  |  |                                      |  | Code                           | V   | (A)  | (D)   | Date Exercisable  | Expiration Date | Title        | Amount or Number of Shares |
| Phantom Stock Units                        | \$ 0   |                                      |  |                                |   | (4)  | (5)   |   |                 | Common Stock | 255,606                    |
| Stock Option (Option to Buy)               | \$ 5.2   |                                      |  |                                |   | (6)  |   | 01/02/2012  |                 | Common Stock | 79,999                     |
| Stock Option (Option to Buy)               | \$ 5.8   |                                      |  |                                |   | (7)  |   | 02/10/2013  |                 | Common Stock | 60,000                     |

## Reporting Owners

| Reporting Owner Name / Address                  | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| KRUSZEWSKI RONALD J<br>2724 TURNBERRY PARK LANE | X             |           | CHIEF EXECUTIVE OFFICER |       |

ST. LOUIS, MO 63131

## Signatures

RONALD J  
KRUSZEWSKI

02/22/2011

\_\_Signature of Reporting  
Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
  - (1) This transaction was executed in multiple trades at prices ranging from \$73.79 to \$74.59. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (2) This transaction was executed in multiple trades at prices ranging from \$73.29 to \$73.785. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (3) This transaction was executed in multiple trades at prices ranging from \$72.54 to \$73.28. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (4) Units vest in equal yearly increments over a ten year period. This vesting may be accelerated based on the Company's performance.
  - (5) No expiration date for these Units.
  - (6) Options vest in 20% increments on 1/2/03, 1/2/04, 1/2/05, 1/2/06 and 1/2/07.
  - (7) Options vest in 20% increments on 2/10/04, 2/10/05, 2/10/06, 2/10/07 and 2/10/08.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.